

EUROPE/ THE ALPS

YES TO ALL

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MONTENVERS, FRANCE

A tunnel carved into the side of the Mer de Glace glacier, the second longest in the Alps, grants access to a little themed museum easy for tourists to reach.



A PHOTOGRAPHIC INVESTIGATION INTO THE ANTHROPIZATION OF THE ALPS

The Alps have always acted as a natural border, an apparently extreme and inhospitable environment that poses a challenge even for those tough enough to settle there. The ultimate symbol of wild, unspoiled nature, this vast and inaccessible territory was for a long time exempt from the typical realities of the capitalist system.

While gruelling natural conditions and the harsh mountain winters once kept human activities in check, nowadays winter has become the most profitable season of all in the Alps, attracting vast numbers of tourists. As capitalism has taken hold here, largely driven by rampant globalisation and mass tourism on a previously unimaginable scale, we have seen the mountains shrunk down to a simplistic and subservient version of

themselves: a mere commodity, ready to be packaged and sold. Over the years, the distance between the city and the mountains has shrunk enormously, making the latter environment increasingly attractive as a place to live: accessible, idyllic and welcoming.

The breathless glorification and relentless advertising of the cultural identity of the Alps have, ironically, lead to its total annihilation.

The desire to drag the glaciers down to the levels of mass tourism, not to mention the cumulative effects of the climate emergency, has left its mark for all to see in the outline of these anthropized Alps.

YES TO ALL has been created to capture this deceptive spectacle, where scenes of city life, cars, engines, concrete, cables, elegantly dressed women, outlandish fashions and modernity are all fused together with the dwindling remains of Alpine traditions. The new, all-inclusive mountain: a fierce empress seduced by the temptations of urban life.



MARTIGNY, SWITZERLAND

The welcome that awaits at the entrance to Barryland, a themed museum dedicated entirely to the history of the Saint Bernard breed of dog.



VALAIS, SWITZERLAND

A close-up of crampons worn by a Balinese tourist during the walk to Whitepod, a luxury eco-hotel consisting of 19 geodesic pods built in 2004 in the Swiss Alps.



AVORIAZ, FRANCE

A view of the tourist resort complex of Avoriaz, a settlement built during the 1960s. Designed exclusively for skiers and Alpine tourism by famous French skier Jean Vuarnet, cars cannot access the built-up area: the only means of transport are skis and sleds.



LIECHTENSTEIN

A man dressed in traditional alpine clothes takes photos on his smartphone.



ZELL AM SEE, AUSTRIA

An automated depot for ski and boot rental.



AVORIAZ, FRANCE

Aquariaz, a tropical water park in the resort town of Avoriaz, situated at an altitude of 1,800 m.

ZELL AM SEE, AUSTRIA

A Chinese tourist and her children conquer the snowdrift at the bottom of the ski slopes.





WATTENS, AUSTRIA

A hot dog stand built inside a sculpture by the artist Erwin Wurm at the Swarovski Museum.



AIGUILLE DU MIDI, FRANCE

A detail of the highest peak in the Aiguilles de Chamonix. Standing at 3,842 m on the French side of the Mont Blanc massif, it can be reached from Chamonix by a cable car that carries thousands of people to the top top every year.



WATTENS, AUSTRIA

A visitor sign inside the Crystal Dome in the wunderkammer of the Swarovski Museum.



CHAMONIX, FRANCE

Audience at the Cosmo Jazz Festival which takes place every year on the Alps around Chamonix, with live concerts set in amazing mountain locations.



COURCHEVEL, FRANCE

Courchevel Altiport, the highest international airport in Europe at 2,008 m. Hundreds of private flights land here every year, allowing tourists to get directly to the ski slopes of what might be the world's most exclusive ski resort.



TARRENZ, AUSTRIA

Beer pools inside Starkenberger Castle, which is now home to a brewery of the same name.



BRIXEN IM THALE, AUSTRIA

The mother of the bride, just minutes after a wedding ceremony celebrated inside an igloo.

TARRENZ, AUSTRIA

An Alpine landscape painted on a wall inside the ancient castle that is now home to the Starkenberger Brewery.





MOTTARONE, ITALY

The Alpyland amusement park.



THE TONALE PASS, ITALY

The Tonale Pass on the border between Italy's Lombardy and Trentino-Alto Adige regions, one of the top destinations for ski tourism in the Alps.



THE TONALE PASS, ITALY

Market stalls at the bottom of the ski slopes.



VELIKA PLANINA, SLOVENIA

Men hard at work installing solar panels on the roof of an Alpine hut in the village of Velika Planina, an ancient settlement high up in the Slovenian Alps still inhabited exclusively by shepherds and farmers.



OBERLÄNGENFELD, AUSTRIA
A view of the Aqua Dome spa resort.



GOTTHARD PASS, SWITZERLAND

Road tunnels around the Gotthard Pass.



BERN, SWITZERLAND

A stuffed bear on display at the Natural History Museum of Bern.



CASARGO, ITALY

A car hit by the landslide that devastated the mountain village located in Valsassina, in the province of Lecco.



BRIXEN IM THALE, AUSTRIA

Detail of an igloo-bar situated in the middle of a ski slope.

VAL DI SCALVE, ITALY

The Gleno Dam, which collapsed due to a structural failure shortly after its construction in 1923. The disastrous flood that followed claimed at least 356 victims.





MARTIGNY, SWITZERLAND

An indoor play area for dogs at the museum dedicated to the Saint Bernard.



INNSBRUCK, AUSTRIA

The Bergisel ski jump tower, designed by architect Zaha Hadid, has been used in several editions of the Winter Olympic Games.

ÉTROUBLES, ITALY

The *Bataille de Reines* (The Battle of the Queens) is a traditional event held every year in certain Alpine regions of Switzerland, France and Italy (Piedmont and Valle d'Aosta). It consists of a series of fights between pregnant cows to determine the *Reina di corne* (the Queen of Horns).



